

Message Text

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47

ACTION NEA-10

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KUWAIT FOR MATTRAN

E.O. 11652: N/A

TAGS: PFOR, SOPN, QA, US

SUBJ: EVALUATION OF US CONTRIBUTION TO PROGRAM FOR OPENING
QATAR EARTH STATION

REF: KUWAIT 0984 (NOTAL)

1. WE MONITORED JORDAN TV-PRODUCED SPECIAL PROGRAM FOR OPENING
QATAR EARTH STATION, WHICH PRESENTED ON QATAR TV EVENING
OF MARCH 1.

2. RE US CONTRIBUTION, DIRECTOR KEOGH'S MESSAGE OF GREETING
AND REMARKS ON US-GOQ RELATIONS WERE RIGHT ON THE MARK IN
TONE AND CONTENT. IT WAS NOTABLE THAT WE SHOWED ENOUGH INTEREST
TO HAVE SENIOR USG OFFICIAL INTRODUCE US SEGMENT. OF OTHER
NINE PRESENTATIONS, ONLY JAPANESE AND WEST GERMANS HAD
INTRODUCTION BY SENIOR GOVT OFFICIAL. JAPANESE MESSAGE DELIVERED
BY PRIME MINISTER MIKI, PRIMARILY BECAUSE JAPAN'S NEC WAS PRIME
CONTRACTOR ON STATION AND MIKI VISITED QATAR WHILE HE WAS
MINISTER OF INDUSTRY AND TRADE IN SPRING OF 1974. WEST GERMAN
MINISTER OF STATE FOR FOREIGN AFFAIRS WISCHNEWSKI CONVEYED
FRG'S GREETINGS; HE ALSO HAD VISITED QATAR LAST YEAR. OTHER
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NATIONAL SEGMENTS FROM JORDAN, MOROCCO, PAKISTAN, UK, SPAIN,

ITALY AND KUWAIT WERE INTRODUCED BY TV ANNOUNCERS OR MINOR OFFICIALS.

3. FURTHER RE US CONTRIBUTION, DIRECTOR KEOGH'S REMARKS WERE TRANSMITTED IN ENGLISH WITH AN EFFECTIVE ARABIC OVERLAY TRANSLATION. ENGLISH TONED DOWN FAR ENOUGH SO AS NOT TO INTERFERE WITH ARABIC TRANSACTION. REST OF US SEGMENT HAD EXCELLENT ARABIC VOICE SOUNDTRACK.

4. US CONTRIBUTION CONSISTED OF VIGNETTES OF BICENTENNIAL OBSERVATIONS AT VARIOUS LOCATIONS IN US. TO VIEWER UNFAMILIAR WITH BICENTENNIAL, THE QUICK MOVEMENT FROM EVENT TO EVENT CONFUSED ANY POSSIBILITY OF CREATING EITHER IMAGE OR UNDERSTANDING OF BICENTENNIAL. QUICK ZOOM CAMERA TECHNIQUES ADDED TO THIS CONFUSION. ONE VIGNETTE WHICH MIGHT HAVE OFFERED OFFENSE TO EXTREMELY CONSERVATIVE MUSLIM AUDIENCE WAS PRESENTATION ON JESUIT MISSION TO AMERICAN INDIANS, BUT WE BELIEVE THIS PROBABLY LOST IN THE CROWD.

5. ARAB COUNTRY PRESENTATIONS WERE FOLKLORE-TYPE DANCING AND TRAVELOGUE VIEWS OF RESPECTIVE COUNTRIES. KUWAIT ALSO SHOWED RECENT NATIONAL DAY PARADE AND KUWAIT-QATAR SOCCER GAME. UK SEGMENT WAS TRAVELOGUE FILM WITH COMMERCIAL OVERTONES IN ENGLISH. WEST GERMANY AND SPAIN HAD SIMILAR TRAVELOGUE-TYPE PRESENTATIONS BUT IN ARABIC. ITALY TRANSMITTED WHAT APPEARED TO BE PORTION OF A POP MUSIC TV PROGRAM, WHICH WAS A PRETTY BAD SHOW.

6. TOTAL PROGRAM WAS NOT VERY IMPRESSIVE, AND SHOWED THAT LITTLE THOUGHT HAD BEEN GIVEN TO RELATING CONTRIBUTIONS TO QATAR. WITHIN THIS CONTEXT, US SEGMENT WAS BETTER THAN THE AVERAGE.
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